

IN THE SPECIFICATION:

Please replace the title of the present application with the following title:

“A NETWORKED SYSTEM FOR PRESENTING ADVERTISING”

IN THE CLAIMS:

Claims 1 through 97, 101 through 103, and 205 have been previously cancelled.

Please cancel 98 through 100, and 104 through 204.

Please enter the following new claims.

205. (New) A method of advertising on the Internet, wherein:

for each of one or more users accessing the Internet in a corresponding Internet connection for the user, the following occur during said corresponding Internet connection:

a request, from the user, is transmitted on the Internet, via a user node, for contacting a providing node of the Internet, said providing node provides access to information for an interactive service, wherein said request has associated therewith an Internet address that identifies the providing node, and wherein said interactive service is interactive on the Internet with the user;

the user node receives via the providing node, said information for said interactive service;

wherein two or more display presentations from the information are presented on at least a portion of a display of the user node, wherein at least two of said display presentations are successively displayed, and there is a user input to one of said at least two display presentations, P_1 , wherein for the user input, there is a transmission on the Internet to which a latter one of said at least two display presentations, P_2 , is a response;

overlapping with a display of said one of the display presentations of P_1 , at the user node is displayed a first one or more advertising presentations for providing information related to one or more of a product and a service, wherein said first one or more advertising presentations are received via the Internet in response to Internet transmissions by the providing node, and displayed on at least a portion of said display during the presentation of the two or more display presentations at the user node;